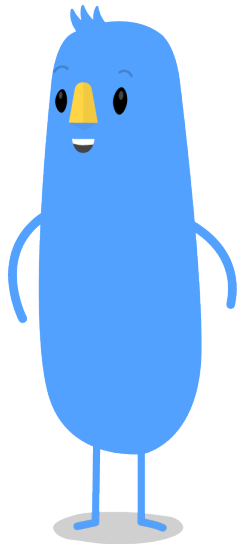


Stickybeak

From small talk comes big ideas

Methodology and summary of findings

- This report includes answers from 210 respondents
 - Respondents were young women based in New Zealand aged 18-25 years
 - They were predominantly recruited via social media and had no prior knowledge of the survey topic
 - As with all small sample sizes of niche audiences results should be read as indicative
 - Nevertheless results are fairly striking with “agreement” across all questions ranging from slightly below half to around a quarter
 - “Agreement” is defined as including 1+2 on the 5-point scale, “Disagreement” is defined as including 4+5 on the 5-point scale
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- 48% agreed that their generation is represented in today’s media landscape
 - 41% agreed that they were recognised for the work they do
 - 34% agreed they had access to mentoring services to benefit their professional and personal growth
 - 32% agreed they had equal opportunities to young men in the same age group
 - 26% agreed their opinions and perspectives were heard and valued by society



Agreement with statements (%)

